

School Group Attendance Zoo

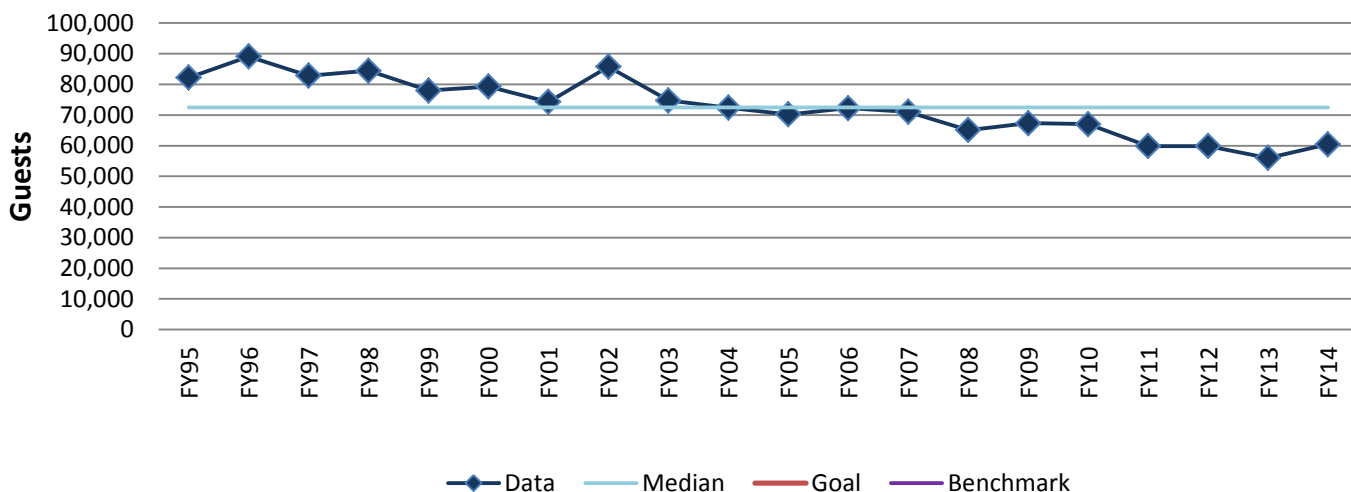


KPI Owner: Tom Kaferle

Process: Education

Baseline, Goal, & Benchmark		Source Summary	Continuous Improvement Summary		
Baseline: 56,023 guests, FY 13 Goal: Increase Zoo Group Attendance Benchmark: TBD		Data Source: Zoo Attendance Report Goal Source: N/A Benchmark Source: N/A	Plan-Do-Check-Act Step is Unclear Measurement Method: The number of school group attendees per school year Why Measure: Encourages a sense of responsibility for animal & plant life Next Improvement Step: Determine a benchmark		
How Are We Doing?					
2010-FY14 5 Year Goal	2010-FY14 5 Year Actual		FY14 Goal	FY14 Actual	
TBD	303,258		TBD	60,456	
Guests	Guests		Guests	Guests	

School Group Attendance



The seven basic quality tools, "5 Whys" technique, brainstorming and other methods will be applied to the measure graphed above. The purpose of using the tools/methods is to understand what makes performance less than desirable if performance is not best in class.